



Country Visions Cooperative
1010 W Ryan Street, Brillion, WI 54110
(920) 754-4321 • (800) 236-4047
email: info@cvcoop.com

Yesterday's values. Today's vision.

FOR IMMEDIATE RELEASE

Country Visions Cooperative Achieves API Certification for DEFMASTER® Diesel Exhaust Fluid

BRILLION, WI — October 8, 2026 — Country Visions Cooperative is proud to announce that it has achieved API Certification for DEFMASTER® Diesel Exhaust Fluid (DEF), marking an important milestone in the cooperative's continued commitment to quality, product integrity and dependable service for its customers.

DEFMASTER® is manufactured and sold by Country Visions Cooperative as a high-quality Diesel Exhaust Fluid formulated for use in Selective Catalytic Reduction (SCR) systems found on modern diesel-powered vehicles and equipment.

The API certification provides customers with additional confidence that DEFMASTER® is manufactured to the recognized quality requirements established for Diesel Exhaust Fluid. Diesel Exhaust Fluid is not simply a commodity fluid. Properly formulated DEF is essential to the operation of SCR emissions-control systems used in today's diesel engines.

DEF must meet stringent quality specifications to protect the performance and durability of SCR systems. DEFMASTER® is produced to meet the requirements of ISO 22241, the internationally recognized standard governing Diesel Exhaust Fluid.

"Achieving API Certification for DEFMASTER® is an important accomplishment for Country Visions Cooperative," said Carl Kiedrowski, VP of Energy. "Our customers depend on us for products that perform consistently and meet the standards required by today's equipment. This certification demonstrates our commitment to maintaining the quality and integrity of DEFMASTER® from manufacturing through delivery."

As a cooperative serving agriculture, transportation, commercial and consumer customers throughout Northeast Wisconsin and the Upper Peninsula of Michigan, Country Visions Cooperative understands the importance of dependable products and reliable service.

DEFMASTER® was developed to provide customers with a trusted source of Diesel Exhaust Fluid backed by the Country Visions Cooperative name. Steve Zutz, CEO at Country Visions Cooperative adds, "Our goal is to always provide the 'best in class' for products and services to our customers and member owners. When we began our DEF production, that high level of commitment to producing a high-quality product was the only direction we would consider. Achieving our AIP Certification on our DEFMASTER® products was the final step in being recognized by the industry for doing what we set out to achieve."

Bulk DEF Solutions for Agricultural, Commercial and Fleet Customers

In addition to convenient 2.5-gallon jugs, Country Visions Cooperative manufactures and delivers DEFMASTER® in bulk quantities to meet the needs of agricultural operations, commercial fleets, transportation companies, equipment dealers and other high-volume users.

Bulk DEFMASTER® is available in:

- 55-gallon drums • Bulk totes • Tanker loads



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Country Visions Cooperative can provide DEFMASTER® solutions designed to meet the volume and delivery needs of customers throughout Northeast Wisconsin.

For bulk DEF pricing, delivery information or to discuss your operation's needs, contact Country Visions Energy Department 920-754-2240

Whether you need a 2.5-gallon jug for your pickup or tractor, a 55-gallon drum, a bulk tote or a full tanker load, Country Visions Cooperative has DEFMASTER® solutions to help keep your diesel-powered equipment moving.

DEFMASTER® — Manufactured by Country Visions Cooperative. Quality You Can Count On.

To learn more about DEFMASTER® Diesel Exhaust Fluid, including product availability and purchasing information, visit our website at www.countryvisionscoop.com or contact our Energy Department.